

Message Text

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SUBJ: CONSUMER GOODS CAMPAIGN: TRADE CENTER BOOK
EXHIBITION, MARCH, 1975

REF : AUSTRALIA CCP FY 1975

CONSUMER GOODS CAMPAIGN MANAGER MESSAGE:

1. CAMPAIGN MANAGER MARSHALL AND TRADE CENTER STAFF
MET JUNE 20 WITH JOHN FROST, MANAGING DIRECTOR, HOLT-
SAUNDERS PTY. LTD., PRESIDENT OF THE U.S. BOOK
ASSOCIATION OF AUSTRALIA, AND WITH AUSTRALIAN EXECUTIVES
OF PRENTICE-HALL, JOHN WILEY AND SONS, COLLIER-MACMILLAN
AND HARCOURT BRACE JOVANOVICH TO DISCUSS THE TRADE
CENTER BOOK EXHIBITION, SCHEDULED FOR MARCH, 1975.

2. REPRESENTATIVES OF US PUBLISHERS AT THE MEETING
EXPRESSED THEIR EAGERNESS TO PARTICIPATE IN EXHIBITION
PREDICATED ON EXHIBITING ONLY US PUBLISHED AND PRINTED
BOOKS, THE SALES OF WHICH ARE NOT PROHIBITED IN
AUSTRALIA BY THE TRADITIONAL MARKETING AGREEMENT OR
OTHER MARKETING AGREEMENTS. THEY EXPRESSED THE VIEW
THAT THE BOOK EXHIBITION WOULD SUBSTANTIALLY INCREASE
SALES AND MARKET SHARE BY DISPLAYING COMPLETE RANGE OF
AVAILABLE US BOOKS TO WIDER AUDIENCE OF PROSPECTIVE
BUYERS THAN THEY COULD REACH INDIVIDUALLY. TARGET
AUDIENCE WOULD INCLUDE BOOKSELLERS, ACADEMICS, MUNICIPAL
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AND SCHOOL LIBRARIES, GOVERNMENT DEPARTMENTS, INDUSTRIAL,

CORPORATE AND MEDICAL LIBRARIES.

3. THE TRADE CENTER PROPOSES THE EXHIBITION WOULD BE LOCALLY RECRUITED WITH A TARGET OF 20 EXHIBITORS REPRESENTING ABOUT 40 AMERICAN PUBLISHERS AND COULD BE TIMED TO COINCIDE WITH SYDNEY CONVENTION OF AUSTRALIAN BOOKSELLERS' ASSOCIATION. MORE PJVOXQPP U.S. BOOK PUBLISHERS ARE REPRESENTED IN AUSTRALIA BY MARKETING SUBSIDIARIES OR AGENTS AND THE VALUE OF AUSTRALIA'S ANNUAL IMPORTS OF U.S. BOOKS IS ABOUT 20 MILLION WITH THE US SHARE OF THE IMPORT MARKET AT ABOUT 30 PERCENT.

4. CLARIFICATION IS NEEDED OF THE PRESENT STATUS OF ANY TREATIES OR INTERNATIONAL COPYRIGHT AGREEMENTS INVOLVING THE US AND AUSTRALIA CONCERNING THE TRADITIONAL MARKETS AGREEMENT WHICH LIMITS PUBLISHING AND SELLING BOOKS OF US ORIGIN IN AUSTRALIA AND MIGHT AFFECT THE BOOK EXHIBITION.

5. THE TRADE CENTER AND THE CAMPAIGN MANAGER AGREE THAT COMMERCE BE REQUESTED TO CONDUCT A POLL OF US PUBLISHERS DOING BUSINESS IN AUSTRALIA TO DETERMINE THEIR ATTITUDE TOWARD SUCH A PROMOTION AND ANY CONFLICTS THAT MIGHT ARISE INVOLVING THE TRADITIONAL MARKETS AGREEMENT. POLL SHOULD INCLUDE REPRESENTATIVE CROSS-SECTION OF EDUCATIONAL, TECHNICAL AND GENERAL PUBLISHERS, ENCYCLOPEDIAS AND MAJOR UNIVERSITY PRESSES.

6. AN EARLY ANSWER IS ESSENTIAL IN ORDER TO ALLOW SUFFICIENT TIME TO PREPARE FOR THE BOOK EXHIBITION AND SEMINAR.
HANNAH

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